LEO BURNETT COMPANY, *Inc.*
Ad No. 122—Req. No. 77341—Page B&W—7 x 10—Business Week, 1972 (A)
Printed in U.S.A.

THE SHAVE YOU GET IS ONLY AS GOOD AS THE BLADE YOU USE.

Personna 74*.
The sharpest, longest-lasting razor blade made.

DOUBLE-EDGE INJECTOR

*74 is the element number of Tungsten

20610340 12
Source: https://www.industrydocuments.ucsf.edu/docs/yqwv0004
20610340 12